

LOUVRE HOTELS GROUP SUPPORTS THE LOCAL AND NATIONAL ECONOMIC RECOVERY WITH AN OPERATIONAL NETWORK AND RESERVATION PLATFORM NOW OPEN FOR BUSINESS TRAVEL

Louvre Hotels Group, Europe's second-largest hotel group (Golden Tulip, Campanile, Kyriad, Première Classe, etc.) is reopening its hotels in France and Europe to contribute to the recovery of economic activity and to meet the accommodation and catering needs of retail and sales professionals.

'Résa Pro' is a dedicated reservation platform listing available accommodation per city and region for business travellers.

Louvre Hotels Group provides a dedicated reservation platform to meet the travel needs of retail and sales professionals. Via this platform, companies can locate the Group's open hotels in the city or region of their choice and avail of the offer that best suits their expectations.

"It is our duty as hoteliers to support the recovery of the local and national economy by providing suitable accommodation for business travellers. We are responding to the COVID-19 crisis by offering tailored solutions and making business travel booking easy with Résa Pro." Olivier Daurat, Vice-President Sales & Distribution.

In addition to providing accommodation, Louvre Hotels Group meets the catering needs of business travellers with a bespoke offer ranging from Takeaway to Room Service. Our catering solutions are designed to match all dietary requirements and preferences: on-the-go, homestyle, convenience meals, including vegetarian and protein-free options. The hotels also cater for their corporate guests with packed meals to take on the road, for example.

The safety of guests and employees is an absolute priority for Louvre Hotels Group

The Group's hotels are gradually resuming their activity across the country. To ensure that both guests and staff are safe and well, the Group is working alongside other hospitality players towards establishing a common health & safety seal of approval. In addition, Louvre Hotels Group is deploying specific procedures as part of its new Charter of Commitment.

"We are committed to meeting the new expectations of our customers with practical and concrete solutions effective immediately in our open hotels. It is our responsibility to guarantee the health and safety of our guests for a truly peaceful and enjoyable stay." Pierre Frédéric Roulot, CEO of Louvre Hotels Group.

This Charter covers every step of the customer and employee journey in the hotel, with clear social distancing signage and strict hygiene protocols. Precise guidelines have already been established in terms of cleaning, equipment, and barrier measures, including spaced out furniture, new check-in & check-out procedures, and staggered arrivals of guests. The full Charter, complete with the new procedures, can be viewed online on the websites of the Group and its brands. It is also available at the reception desk of every hotel open to the public.

Louvre Hotels GROUP

About Louvre Hotels Group

Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes more than 1,500 hotels in 54 countries.

It has a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group's historic brands (Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, and Première Classe), the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces, and Chinese brand Metropolo. The group also has a distribution agreement with the Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2th hospitality group in the world.

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